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Spotlight ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHES AND FAS STAFF MEMBERS

VOL. VII, NO. 4 May 20, 1963

DR. RENNE HEADS USDA PARTICIPATION IN GATT MINISTERIAL MEETING: Dr. Roland R. Renne, Assistant Secretary of Agriculture for International Affairs, was the leading member of the U. S. Department of Agriculture on the U.S. Delegation to the Ministerial Meeting of the General Agreement on Tariffs and Trade, in Geneva, Switzerland. Serving with Dr. Renne was Raymond A. Ioanes, Administrator, Foreign Agricultural Service.

The U. S. delegation to the GATT meeting was headed by Christian A. Herter, the President's Special Representative for Trade Negotiations. On Mr. Herter's immediate staff, serving as agricultural advisor, also was Irwin R. Hedges, until recently FAS' Assistant Administrator for International Affairs.

Main purpose of the GATT Ministerial Meeting was to make preparations for the forthcoming round of trade and tariff negotiations between GATT member countries, expected to begin early in 1964.

One basic issue at the Ministerial Meeting, Secretary Freeman said, was the question of how agriculture will be handled in the 1964 negotiations, particularly involving agricultural trade relations between the United States and the European Common Market.

WORLD FOOD CONGRESS: JUNE 4 -18 - FAO is sponsoring a World Food Congress in Washington June 4-18. Over 1000 delegates from some 100 countries are expected to attend.

The main objective of the Congress is to bring opinion leaders together and focus world attention on the basic aims of the Freedom-from-Hunger Campaign. Each morning session will be devoted to an address by an eminent person on a subject important and relevant to the problems of world hunger and malnutrition. In the afternoons the Congress will break up into four commissions designed to examine a great range of specific problems involved in programming for increased agricultural production, economic development and the social aspects of this effort to ameliorate the state of the undernourished and starving peoples of the world.

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A major indication of the growing interest in the World Food Congress is that several of the FAS cooperators engaged in the development of new overseas markets for agricultural products are planning to have foreign visitor teams attend the program.

LATIN AMERICA ALLIANCE FOR PROGRESS --FOOD RESOURCES CONFERENCE. A conference was held in Quito, Ecuador, May 12-17 to discuss how agriculture and food resources of the U.S. can best be utilized to further the Alliance for Progress. Secretary Freeman, David E. Bell, the Administrator of AID, Richard W. Reuter, Director of Food for Peace, and Theodore Moscoso, the Coordinator for Alliance for Progress, as well as appropriate members from their Washington staffs, met with our Agricultural Attaches, the AID Rural Development Officers, and AID Food for Peace Officers in Latin America, to explore together how to pool their efforts and to make maximum use of U. S. food resources in reaching the objectives of the Alliance for Progress.

Discussions covered pertinent policy and program matters and relationships among USDA, AID and Food for Peace. Particular attention was focused on rural development and the role of food resources as an instrument of economic development within the context of the Alliance.

The Conference opened at 5:00 PM Sunday, May 12, with Secretary Freeman, Administrator Bell and Director Reuter speaking to the conferees. The Agricultural Attaches, AID Rural Development Officers, and AID Food for Peace Officers, met separately on Thursday, May 16. Representatives of the Voluntary Agencies, Market Development Cooperators, Land-Grant Colleges and Foundations working in Latin America were invited to participate in the Conference sessions on May 17.

U.S. SELLS 187 MILLION POUNDS OF NONFAT DRY MILK FOR JAPANESE SCHOOLS: Secretary of Agriculture Orville L. Freeman and Japanese Ambassador Ryuji Takeuchi have signed a contract calling for sale of about 187 million pounds of U.S. non-fat dry milk to the Government of Japan for use in the school lunch program.

The contract, believed to be the largest sale of U.S. dairy products ever made at one time, represents an expansion in the Japanese market as an outlet for U.S. dairy products.

The purchase, nearly double the amount bought under the same program a year ago, is the result of a substantial increase planned in the Japanese school lunch program in 1963-64.

In 1962-63, about half of Japan's 17.4 million school age children were supplied with low priced milk at school. Under the country's new budget, this will be increased to about 70 percent.

U.S.-produced nonfat dry milk has been exported to Japan for school lunch use under similar arrangements since 1950. During this period, nearly 550 million pounds have been sold for this purpose. The overall total to date is approximately 737 million pounds.

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The sale was made under the Commodity Credit Corporation Charter Act and the Agricultural Act of 1949, as amended. This authority provides for sales at less than normal export prices of agricultural commodities for exclusive and specified uses such as in starting and maintaining school lunch programs in foreign countries.

DAIRY ACTIVITY IN FAR EAST. Dairy Society International recently announced their intent to open a Regional Office in Beirut, Lebanon and to employ Mr. D. N. Khurody as Regional Coorinator of DSI activities in this area.

Mr. Khurody's many achievements in India and throughout the world have made him well known to dairy industry leaders of the world. For the past eighteen years, he has been associated with the Greater Bombay Milk Scheme, and under his leadership, this Scheme has developed into the largest unit handling market milk in all of Asia. Soon this Scheme, which includes the famous Aarey Milk Colony and the new World Dairy, will be catering to the total milk requirements of the 4.5 million inhabitants of Bombay.

Mr. Khurody is probably best known for his contributions to dairying in "warm countries" and for his pioneering work in the utilization of less expensive imported dairy products.

It is anticipated that under Mr. Khurody's leadership, new DSI-FAS cooperative market development programs can be commenced in this region. Because of Mr. Khurody's long association with the FAO/UNICEF milk conservation program, it is anticipated that the market development programs can be closely coordinated with the work of these international organizations.

RED CHERRY PROMOTION TRIES NEW APPROACH. Active promotion of U. S. Red Cherries has been carried out in Europe over the past two years to interest institutional buyers of Red Cherries to make test purchases of the U.S. product. Red Cherries packed in the United States are available in several forms and these are different than the pack previously purchased by European users.

To follow up this successful promotional effort a new project, initiated in March, will emphasize technical assistance. A trained cherry technologist will spend considerable time in Europe consulting with the manufacturers (preservers, bakeries, etc.) who are trying U.S. red cherries.

The primary aims of this activity are to inform customers of the various Red Cherries products available and the methods and techniques to be employed to assure a quality end product at the lowest possible cost.

Promotion will, of course, be continued but it will be scaled down to permit the cooperator's spending proper time, attention, and funds on the technical assistance aspects of the project.

Issued by FAS, USDA, Washington 25, D. C. Distributed only to U.S. Agricultural Attaches and in the Department for internal use. Send your contributions to the Editor, "SPOTLIGHT."

IAPI OPENING WASHINGTON OFFICE. The Institute of American Poultry Industries has announced that Lee Campbell of the IAPI Chicago headquarters staff will be moving east to head the new Washington IAPI office. Mr. Campbell has been on the IAPI staff since 1948 (except for a two-year period with a Chicago advertising firm) and handles marketing programs, with emphasis on international trade development. The Washington IAPI office is expected to open about June 15.

EXTENSION TEAM REPORTS: A final report has been received from a team of state extension workers from Ohio State, Illinois, Auburn, and Colorado State. This group spent five weeks last summer in Hong Kong, the Philippines, India, Pakistan and Turkey. Their observations included the following points:

1. Total food production will continue to increase but is being hard pressed to keep pace with the tremendous population growth.
2. All of the above countries are struggling to increase their industrial base. Progress in industrialization and implementation, with resulting improvement in per capita incomes, has created upward price pressures on food items and consumer goods.
3. Increased dollar market opportunities for U.S. agricultural products in Hong Kong and the Philippines are probable. No significant dollar market outlets for U.S. farm output in India, Pakistan and Turkey can be expected for an indefinite number of years.

Copies of their full report are available from FAS/W.

POULTRY SALES PROMOTED THROUGH SPECIAL DEMONSTRATIONS - Some 400 students of the American School in Japan were served a turkey dinner, compliments of International Trade Development Committee. Highly impressed along with the students were the special guests -- Japanese nutritionists, nurse-teachers, and restaurant cooks, who help plan nation-wide school luncheons. In another event, television station Y-TV televised the serving of a complete turkey dinner on Ken Takamura's feature, "English for Ladies." Still another event that made promotional history was ITDC participation in the Japan Bakers' Association. Here, bakers throughout the nation were treated to their first sandwiches made with turkey or chicken. Over 2,000 sandwiches were consumed in testimony to the evergrowing popularity of U. S. poultry.

The new U. S. Trade Center in Tokyo will provide permanent facilities to display and demonstrate poultry products. Now being worked on are plans for a poultry exhibition, August 18 - September 20, in which the U. S. processors can meet Japanese buyers and make sales.

REPORT ON COOPERATOR - FAS CONFERENCE - We call your attention to the summary of the Cooperator-FAS conference which we are sending you under separate cover. This conference was a clear indication of the close working relations that exist between private industry and the Government.